MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2017/18

MCD7213 – DIGITAL MEDIA FOR CONTENT DEVELOPMENT

(All sections / Groups)

31 May 2018
9.30 a.m. – 11.30 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 pages including the cover page with 6 questions only.
2. Answer ANY **FOUR** questions. All questions carry equal marks and the distribution of the marks for each question is provided.
3. Please print all your answers in the answer booklet provided.
4. Total marks for this examination is 40 marks.

Instruction : Attempt ANY FOUR(4) questions. **(Total Marks: 40 marks)**

Question 1

In the past 18 years, digital media has relied on cellular technology, portable computing, multimedia content, and the World Wide Web. A good example of this combination was the availability of cameras on mobile phones and the founding of YouTube which led to the rise of global video sharing. There are, of course, other examples to the rise and evolvement of digital media across the world.
In 350-400 words, describe your own experience of digital media in the past decade, including opinions on the impact of digital media to you, the community around you, etc. (10 marks)

Question 2

Define digital media and briefly describe what Seth Godin, Margaret Stewart and Howard Rheingold shared about the impact of digital media. (10 marks)

Question 3

In class, we discussed four common but important visual elements in digital media. They are display, legibility of textual information, pictures and illustrations, and motion. Elaborate and explain these four elements. (10 marks)

Question 4

In 2011, Pischetola published an article titled, "Digital Media and Learning Evolution: A Research on Sustainable Local Empowerment". Describe the keypoints mentioned in the article. (10 marks)

Continued /...

Question 5

Another important aspect to the use and dissemination of Digital Media is the human-computer interaction. What is HCI and why is it important in today's digital media? (10 marks)

Question 6

Digital Media on the Web can be categorised into three common types that is information-oriented, task-oriented and immersion-oriented. Explain these three based on the strategy-scope-structure-skeleton-surface Web structure. (10 marks)

End of Paper